

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

APRIL 1, 2007 – JUNE 30, 2007

## ISSUES LIST

- |    |                          |   |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach<br>Large population of older citizens<br>Tourism                                |
| 2. | HEALTH CARE/COST         | High rate of heart disease<br>Poor health practices due to low income<br>Elderly health care<br>Fixed incomes |
| 3. | ENVIRONMENT              | Beach erosion<br>Land pollution<br>Wetlands   |
| 4. | CRIME                    | Summer tourists<br>Bikers   |
| 5. | IMAGE                    | Strip clubs<br>Bars   |
| 6. | PREJUDICE/INTOLERANCE    | Tensions in the community   |
| 7. | EDUCATION                | High rate of drop-outs<br>Lack of interest in furthering education<br>Lack of financial assistance            |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: FIRST BUSINESS  
SOURCE: WEB FN  
DATE/TIME: MONDAY THRU FRIDAY 6:30-7:00AM  
DESCRIPTION: THIS PROGRAM TALKS ABOUT INVESTING, SCREENING  
THE MARKET AND BUSINESS POLICIES IN GENERAL.  
VIEWERS LEARN FROM ECONOMISTS, ANALYSTS,  
AUTHORS AND BUSINESS OWNERS.

EVENT: ASK THE PROFESSIONALS: SOCIAL SECURITY & MEDICAID  
SOURCE: ASK THE PROFESSIONALS PHONE BANK  
DATE/TIME: MAY 7, 2007 5:30-7:30 PM  
DESCRIPTION: SOCIAL SECURITY ADMINISTRATION REPRESENTATIVES MANNED  
STATION PHONES FOR TWO HOURS ANSWERING VIEWER CALLS ON  
SOCIAL SECURITY AND MEDICAID.

PROGRAM: PSA'S  
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

FINANCIAL LITERACY: RETIREMENT  
PATIENT INVOLVEMENT: ASK QUESTIONS (60 SEC)  
FEDERAL STUDENT AID (60 SEC)  
THE POVERTY LINE  
STAY SAFE ONLINE: BUSINESSES  
MEDICAID RECERTIFICATION  
PAID CLINICAL RESEARCH: INFORMED CHOICE  
HIGH SCHOOL DROPOUT PREVENTION  
AMERICORP REBUILDS THE GULF (60 SEC)  
TELEMARKETING SMARTS FOR SENIORS  
LIFE IS CALLING: PEACE CORPS  
HABITAT FOR HUMANITY

WWMB CW21 CO-SPONSORED THE FOLLOWING:

ED PIOTROWSKI GAVE A SPEECH FOR THE NATIONAL ASSOCIATION OF RETIRED  
FEDERAL EMPLOYEES ON MAY 15, 2007.

WWMB CW21 CO-SPONSORED THE MURRELLS INLET ROTARY FLOUNDER TOURNAMENT  
WHICH RAISES MONEY FOR MURRELLS INLET COMMUNITY PROJECTS. JUNE 2, 2007.

WWMB CW21 CO-SPONSORED THE LION'S CLUB GOLF TOURNAMENT ON JUNE 16, 2007.  
PROCEEDS BENEFIT LOCAL HABITAT FOR HUMANITY HOMES AND OTHER LOCAL  
CHARITIES.

WWMB CW21 CO-SPONSORED THE INTERNATIONAL CHRISTIAN FELLOWSHIP GOLF  
TOURNAMENT TO HELP THE COMMUNITY OF CAROLINA FOREST HELP BUILD A NEW CHURCH.  
JUNE 23, 2007.

ISSUE: HEALTH CARE/COST

EVENT: ASK THE PROFESSIONALS: SOCIAL SECURITY & MEDICAID  
SOURCE: ASK THE PROFESSIONALS PHONE BANK  
DATE/TIME: MAY 7, 2007 5:30-7:30 PM  
DESCRIPTION: SOCIAL SECURITY ADMINISTRATION REPRESENTATIVES MANNED  
STATION PHONES FOR TWO HOURS ANSWERING VIEWER CALLS ON  
SOCIAL SECURITY AND MEDICAID.

PSA'S  
AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES

ALZHEIMERS CAREGIVERS  
CHILDHOOD OBESITY PREVENTION  
WEST NILE VIRUS  
FLU PANDEMIC PREPARATION (60 SEC)  
MEDIC ALERT: RIGHT INFORMATION  
PRODUCE FOR BETTER HEALTH  
SHRINERS CHILDREN'S HOSPITAL  
MORGAN FREEMAN: COLORECTAL CANCER TESTING  
DIANE KEATON: COLORECTAL CANCER TESTING  
STD AWARENESS  
ROTARY INTERNATIONAL: POLIO FREE  
SICKLE CELL DISEASE AWARENESS  
SMOKING: I'M A QUITTER  
DERMATOLOGY: TANNING & SKIN CANCER (60 SEC)  
MENTAL HEALTH: ANTI-STIGMA  
BLOOD DONATION: SUPER HEROES  
DIABETES & STROKE  
MARCH OF DIMES: PRE-MATURE BABIES  
ORTHOPAEDIC ASSOCIATION  
MULTIPLE SCLEROSIS  
BUCKLE UP EVERY TIME

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

APRIL 14, 2007: METEOROLOGIST ED PIOTROWSKI SPOKE AT THE MYRTLE BEACH FIRE  
AND SAFETY EXPO.

APRIL 28, 2007: ED PIOTROWSKI WAS EMCEE FOR THE MARCH OF DIMES  
WALKAMERICA.

MAY 1, 2007: METEOROLOGIST ED PIOTROWSKI WAS THE KEYNOTE SPEAKER AT THE  
HEROES CAMPAIGN FOR THE AMERICAN RED CROSS IN MYRTLE BEACH.

MAY 8, 2007: KYLE GRAINGER, REPORTER AND PRODUCER, PARTICIPATED IN THE DHEC  
PANDEMIC FLU PANEL MEETING AT HORRY GEORGETOWN TECHNICAL COLLEGE.

MAY 25, 2007: MEDIA SPONSOR FOR CONWAY MEDICAL CENTER FOUNDATION'S  
KINGSTON GOLF CLASSIC. RAISES FUNDS FOR HEALTHREACH PROGRAMS AND THE  
HEALTHREACH MOBILE VAN.

JUNE 3, 2007: ANCHOR JOEL ALLEN EMCEED AND WWMB CW 21 CO-SPONSORED  
CANCER SURVIVOR'S DAY IN SURFSIDE BEACH.

JUNE 16, 2007. CO-SPONSORED THE MYRTLE BEACH FIRE DEPARTMENT ANNUAL GOLF  
CLASSIC TO BENEFIT THE HORRY COUNTY RED CROSS FIRE RELIEF FUND.

WE PRODUCED FOUR PSA'S PROMOTING THE DANGERS OF RIPCURRENTS IN OUR AREA  
TO HELP WARN AND PROTECT SUMMER VISITORS TO THE GRAND STRAND.

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH RICHARD WEISS  
SOURCE LITTON  
DATE/TIME SATURDAYS 7:30-8:00 AM; SUNDAYS 11:00-11:30 AM  
DESCRIPTON THIS PROGRAM INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA  
SOURCE MG PERIN, INC.  
DATE/TIME SATURDAYS 8:00-8:30 AM  
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES  
SOURCE LITTON  
DATE/TIME SATURDAYS 8:30-9:00 AM  
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN  
SOURCE TIMBERWOLF PRODUCTIONS  
DATE/TIME SUNDAYS 8:00-8:30 AM  
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE.

PROGRAM: ECOZONE PROJECT  
SOURCE TWI  
DATE/TIME MAY 28, 2007 4:00-5:00 PM  
JUNE 2, 2007 4:00-5:00 PM  
DESCRIPTION THIS SERIES OF FOUR PROGRAMS PRESENTING CELEBRITY GREEN MAKEOVER SPECIALS IS DEDICATED TO IMPROVING THE QUALITY OF LIFE IN COMMUNITIES ACROSS THE COUNTRY. IT BRINGS TOGETHER BUSINESS AND GOVERNMENT TO ADDRESS CRITICAL ENVIRONMENTAL CHALLENGES IN THE AREAS OF AIR, ENERGY, GREEN SPACES, AND WATER.

PROGRAM: NATIONAL HURRICANE SURVIVAL TEST  
SOURCE RON SACHS COMMUNITCATIONS  
DATE/TIME MAY 27, 2007 3:30 PM  
DESCRIPTION INSTRUCTIONS FOR THE COMING HURRICANE SEASON, INCLUDES STORM-PROOFING, SAFETY, EMERGENCY SUPPLY RATIONS, WHEN TO EVACUATE, PLUS ALL THE NECESSARY DOCUMENTS YOU SHOULD KEEP HANDY.

ENVIRONMENT, CONT'D.

PSA'S

AIR SIGN-ON TO SIGN-OFF AT VARIOUS TIMES  
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

WILDFIRE PREVENTION  
DISASTER PREPAREDNESS: EMERGENCY MEETING PLACE  
WEST NILE VIRUS  
ASTHMA INHALERS & THE ENVIRONMENT (60 SEC)  
AMERICORP REBUILDS THE GULF (60 SEC)  
OPERATION MIGRATION: CRANES  
HURRICANE PREPARATION  
DISASTER PREP: SAVE YOUR PET  
AMERICAN RED CROSS: THERE'S A PLACE  
DERMATOLOGY: SKIN CANCER (60 SEC)  
ENVIRONMENTAL PROTECTION AGENCY: EMISSIONS (60 SEC)  
PROTECTING OUR PENGUINS (60 SEC)  
PETA: LIFE ON A CHAIN  
EPA: RADON

OUR METEOROLOGIST SPOKE TO GROUPS AND SCHOOLS ABOUT THE WEATHER AND ALSO THE EFFECTS OF HURRICANES ALONG OUR COAST LINE. WE HAVE ALSO DONE MANY TOURS OF OUR WEATHER STUDIO.

WWMB CW21 ALSO CO-SPONSORED THE FOLLOWING:

APRIL 13, 2007: METEOROLOGIST ED PIOTROWSKI SPOKE AT HURRICANE EXPO AT MYRTLE BEACH CONVENTION CENTER. ANCHOR, LAUREN LOWREY STAFFED BOOTH AT EXPO.

MAY 4, 2007: ED PIOTROWSKI SPEAKER AT NORTH MYRTLE BEACH CHAMBER OF COMMERCE HURRICANE SEMINAR.

MAY 8, 2007: KYLE GRAINGER, REPORTER AND PRODUCER, PARTICIPATED IN THE DHEC PANDEMIC FLU PANEL MEETING AT HORRY GEORGETOWN TECHNICAL COLLEGE.

JUNE 4, 2007: ED PIOTROWSKI SPEAKER AT GEORGETOWN COUNTY HURRICANE SEMINAR, PAWLEYS ISLAND.

JUNE 16, 2007. WWMB CW 21 WAS CO-SPONSOR FOR THE MYRTLE BEACH FIRE DEPARTMENT ANNUAL GOLF CLASSIC TO BENEFIT THE HORRY COUNTY RED CROSS FIRE RELIEF FUND.

ISSUE: CRIME.

PROGRAM: MISSING  
SOURCE TELCO PRODUCTIONS  
DATE/TIME WEEKLY – SATURDAY'S AT 7:00 AM  
DESCRIPTION THIS 30-MINUTE PROGRAM FOCUSES ON THE MISSING JUVENILES AND ADULTS THAT DISAPPEAR DAILY ACROSS THE UNITED STATES. IT ALSO INCLUDES SAFETY TIPS AND REAL LIFE STORIES TO HELP FIND MISSING PEOPLE.

NEWS AT 10 ON THE CW INCLUDES MUG SHOTS IN ALL OUR NEWS PROGRAMS CALLING ATTENTION TO LOCAL CRIMES AND CRIMINALS AND ASKING VIEWERS TO CONTACT CRIMESTOPPERS IF THEY HAVE ANY FURTHER INFORMATION TO OFFER. WE SINGLE OUT AN URGENT "MOST WANTED" PERSON, CREATE A PROMOTIONAL SPOT AND RUN IT AS A PSA, AIRING SEVERAL TIMES A DAY EACH WEEK.

PROGRAM PSA'S  
TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

RAPE CRISIS CENTER  
REDUCING GUN VIOLENCE (60 SEC)  
METH ADDICT PARENTS  
RECKLESS DRIVING & YOUTH  
UNDERAGE DRINKING  
ONLINE SEXUAL EXPLOITATION OF YOUTH (60 SEC)  
NEGLIGENT DRIVING & CELL PHONES  
NATIONAL GUARD: IN THEIR OWN WORDS  
LIFE IS CALLING: PEACE CORPS  
FOSTER CHILD ADOPTION  
BILLY HARDEE HOME FOR BOYS  
BOY SCOUTS & HABITAT FOR HUMANITY  
TELEMARKETING SMARTS FOR SENIORS  
ROTARY INTERNATIONAL: PEACE  
STAY SAFE ONLINE: BUSINESSES  
HIGH SCHOOL DROPOUT PREVENTION

WWMB CW21 CO-SPONSORED EACH OF THE FOLLOWING:

APRIL 28, 2007: WWMB CW 21 WAS A MEDIA SPONSOR FOR THE BLUE KNIGHTS INTERNATIONAL LAW ENFORCEMENT MOTORCYCLE CLUB CHARITY RIDE.

WWMB CW 21 CO-SPONSORED THE LION'S CLUB GOLF TOURNAMENT ON JUNE 16, 2007. PROCEEDS BENEFIT TARA HALL HOME FOR BOYS, MISS RUBY'S KIDS, AND OTHER LOCAL CHARITIES.

JUNE 20, 2007: WWMB CW21 CO- SPONSORED THE FIRST ANNUAL GRAND STRAND PROGRAM GOLF TOURNAMENT WHICH BENEFITTED CASA AND THE SOUTH CAROLINA COALITION AGAINST DOMESTIC VIOLENCE.

ISSUE: IMAGE

PROGRAM: RIVERTALK  
DISTRIBUTOR: LUCKY DOG PRODUCTION  
DATE/TIME: MONDAY THRU FRIDAY 8:00-8:30 AM  
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: TREND WATCH  
SOURCE: TWI  
DATE/TIME: APRIL 7, 2007 4:00-5:00 PM & MAY 12, 2007 1:30-2:30 PM  
DESCRIPTION: A LOOK AT POPULAR STYLE AND CULTURE. BRINGS VIEWER UP TO DATE ON WHAT'S NEW IN THE WORLD OF STYLE, ENTERTAINMENT, & LUXURY.

PROGRAM: BEAUTIFUL HOMES AND GREAT ESTATES  
SOURCE: ASCENT MEDIA  
DATE/TIME: SATURDAYS 11:00-11:30 AM  
DESCRIPTION: UP CLOSE TOUR OF THE MOST BEAUTIFUL HOMES AND ESTATES IN THE WORLD. MEET THE OWNERS, ARCHITECTS, AND DECORATORS AS THEY SHARE THEIR PASSION FOR LIVING AT ITS VERY BEST.

PROGRAM: PSA'S  
DATE/TIME: PUBLIC SERVICE ANNOUNCEMENTS ARE RUN FROM SIGN-ON TO SIGN-OFF DAILY. THEY ARE 30 SECONDS IN LENGTH UNLESS OTHERWISE NOTED.

AMERICORP REBUILDS THE GULF  
THE POVERTY LINE  
CHILDHOOD OBESITY PREVENTION  
FINANCIAL LITERACY: RETIREMENT  
WOUNDED WARRIORS  
FEDERAL STUDENT AID  
COLLEGE ACCESS  
HABITAT FOR HUMANITY  
DERMATOLOGY  
ORTHODONTICS  
SC TECHNICAL COLLEGE  
NATIONAL GUARD: IN THEIR OWN WORDS  
HIGH SCHOOL DROPOUT PREVENTION  
LIFE IS CALLING: PEACE CORPS  
HORRY COUNTY UNITED WAY

OUR STATION RUNS A LOCAL CAROLINA CALENDER. THIS IS A FREE SERVICE TO THE COMMUNITY OFFERING SPACE ON OUR WESITE FOR COMMUNITY EVENTS.

IMAGE, CONTINUED

APRIL 19, 2007 KRISTEN VAN DYKE, OUR WEEKEND METEOROLOGIST, WAS A JUDGE IN THE SWEETIE PIE CONTEST FOR THE HUMANE SOCIETY IN MYRTLE BEACH.

APRIL 21, 2007 DARREN STACK, OUR MORNING METEOROLOGIST, WAS A JUDGE FOR TASTE OF BROADWAY IN MYRTLE BEACH.

APRIL 22, 2007 ED PIOTROWSKI, OUR CHIEF METEOROLOGIST WAS EMCEE FOR THE LONG BAY SYMPHONY AUCTION IN MYRTLE BEACH.

May 12, 2007 DARREN STACK WAS TIDELANDS SANDSCULPTING CONTEST JUDGE AT LITCHFIELD INN, PAWLEYS ISLAND.

MAY 27, 2007 NEWS ANCHORS ALLYSON FLOYD, JIM HEATH AND LAUREN LOWREY APPEARED AT THE MAY FLY AIR SHOW IN FLORENCE, WHICH WWMB CW21 CO-SPONSORED.

MAY 28, 2007 CHIEF METEOROLOGIST ED PIOTROWSKI SPOKE AT THE VETERANS OF FOREIGN WAR MEMORIAL DAY CEREMONIES IN MURRELLS INLET.

JUNE 2, 2007 MORNING ANCHOR, LAUREN LOWREY WAS EMCEE OF TALENT BLAST IN MARION TECHNICAL SCHOOL, WHICH WE ALSO SPONSORED.

JUNE 4, 2007 ED PIOTROWSKI, ALLYSON FLOYD, RICH CRAMPANIS, AND DARREN STACK ALL PLAYED IN THE WPDE SPORTS SHOOTOUT GOLF TOURNAMENT, WHICH WWMB CW21 CO-SPONSORED.

JUNE 11, 2007: WWMB CW21 CO-SPONSORED THE CHRISTEL HOUSE OPEN GOLF TOURNAMENT. THIS ORGANIZATION PROVIDES PRIMARY AND SECONDARY EDUCATION, HEALTH CARE, AND MEALS TO CHILDREN IN FIVE DIFFERENT COUNTRIES.

SEE ATTACHED SHEETS FOR MORE PERSONAL APPEARANCES AND TV-STATION TOURS.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: NUESTRO BARRIO  
SOURCE CF ENTERTAINMENT  
DATE/TIME SATURDAYS 2:00-2:30 AM  
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR  
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS  
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

PROGRAM: LATIN LIFESTYLES  
SOURCE CF ENTERTAINMENT  
DATE/TIME SATURDAYS 2:30-3:00 AM  
DESCRIPTION THIS PROGRAM TAKES A LOOK AT THE LIFESTYLES OF OUR  
LATIN COMMUNITY WITH THE HOPE OF OTHER ETHNIC GROUPS  
UNDERSTANDING THE LIFE STYLE OF OUR LATIN NEIGHBORS.

DURING THESE SHOWS WE RUN SPANISH LANGUAGE PSA'S ON THESE TOPICS:  
DRUG USE PREVENTION, BOOSTER SEAT USE, AND DISEASE PREVENTION.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED  
OTHERWISE.

WOUNDED WARRIORS  
ONLINE SEXUAL EXPLOITATION  
COLLEGE ACCESS  
SHRINERS HOSPITAL FOR CHILDREN  
BOYS & GIRLS TOWN: PARENTING  
STRONG COMMUNITY: FAMILY  
RAPE CRISIS CENTER  
MENTAL HEALTH ANTI-STIGMA  
SICKLE CELL DISEASE AWARENESS  
BILLY HARDEE HOME FOR BOYS  
ROTARY INTERNATIONAL  
TRUCK TALK: LOVE  
LIFE IS CALLING: PEACE CORPS  
DREAMS: MULTIPLE SCLEROSIS SOCIETY

PREJUDICE/INTOLERANCE, CONT'D

WWMB CW 21 ALSO CO-SPONSORED THE FOLLOWING:

APRIL 10, 2007: METEOROLOGIST ED PIOTROWSKI EMCEED SPECIAL OLYMPICS IN SOCASTEE.

APRIL 14, 2007: ED PIOTROWSKI GAVE GRAND STRAND MIRACLE LEAGUE APPEARANCE.

APRIL 17, 2007: THE LIGHT OF HOPE EVENT AT THE MYRTLE BEACH CONVENTION CENTER. IT WAS A CANDLELIGHT CEREMONY HONORING COURT-APPOINTED ATTORNEYS AND ALL THOSE WHO SERVE ABUSED AND NEGLECTED CHILDREN.

MAY 1, 2007: ED PIOTROWSKI SPOKE AT THE HEROES CAMPAIGN FOR ARC IN NORTH MYRTLE BEACH. ARC IS DEVOTED TO IMPROVING SUPPORTS AND SERVICES FOR ALL PEOPLE WITH INTELLECTUAL AND DEVELOPMENTAL DISABILITIES.

MAY 16, 2007: SPORTS REPORTER MARK HAGGARD PRESENTED THE 2007 ZONE CUP AT WACCAMAW HIGH IN MURRELLS INLET. IT HONORS A MINORITY STUDENT THAT EXCELLS IN BOTH ATHLETICS AND ACADEMICS.

MAY 21, 2007: ANCHOR ALLYSON FLOYD EMCEED THE FOSTER PARENTS AWARENESS CEREMONY IN CONWAY.

JUNE 3, 2007: ANCHOR JOEL ALLEN EMCEED CANCER SURVIVOR'S DAY IN SURFSIDE.

JUNE 16, 2007: THE LION'S CLUB GOLF TOURNAMENT. PROCEEDS BENEFIT TARA HALL HOME FOR BOYS, MISS RUBY'S KIDS, AND OTHER LOCAL CHARITIES.

JUNE 20, 2007: THE FIRST ANNUAL GRAND STRAND PRO-AM GOLF TOURNAMENT WHICH BENEFITTED CASA AND THE SOUTH CAAROLINA COALITION AGAINST DOMESTIC VIOLENCE.

ISSUES: EDUCATION

SEE ATTACHED LIST OF CW ISSUES REPORT ON PROGRAMMING.

WWMB-CW21 CO-SPONSORED THE FOLLOWING:

B&C KIDS TIME CLUB. MONTHLY MEETINGS FOR CHILDREN INVOLVING EDUCATION AND RECREATION.

LIMOS FOR LEARNING – REWARDS KIDS FOR READING BY TAKING THEM TO LUNCH AND A LIMO RIDE. WPDE'S CONTINUED SUPPORT HAS ENABLED THE PROGRAM TO EXPAND TO NUMEROUS ADDITIONAL SCHOOLS IN THE PEE DEE AREA.

PSA'S  
RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF  
ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

COLLEGE ACCESS (60 SEC)  
FEDERAL STUDENT AID (60 SEC)  
BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT  
SC TECHNICAL COLLEGE  
HIGH SCHOOL DROPOUT PREVENTION  
LIFE IS CALLING: PEACE CORPS

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL, AND SUMMER CAMP EVENTS IN OUR AREA AND TALKED WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOL GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION PROCEDURES.

APRIL 21, 2007: REPORTER KYLE GRAINGER SPOKE AT THE NEWBERRY COLLEGE 150 YEAR ANNIVERSARY CELEBRATION.

MAY 16, 2007: SPORTS REPORTER MARK HAGGARD PRESENTED THE 2007 ZONE CUP AT WACCAMAW HIGH IN MURRELLS INLET. IT HONORS A STUDENT THAT EXCELS IN BOTH ATHLETICS AND ACADEMICS.

JUNE 2, 2007, WPDE SPONSORED THE MARION COUNTY SAFE SCHOOLS TALENT BLAST. PROCEEDS BENEFITTED HEALTH AND SAFETY AGENCIES DEALING WITH AT-RISK CHILDREN.

JUNE 4, 2007: WWMB CW21 CO-SPONSORED A GOLF TOURNAMENT AT WACHESAW EAST IN MURRELLS INLET THAT RAISED \$20,000 FOR OUR SCHOLARSHIP FUND FOR HIGH SCHOOL STUDENTS IN OUR AREA.

JUNE 11, 2007: WWMB CW21 CO-SPONSORED THE CHRISTEL HOUSE OPEN GOLF TOURNAMENT. THIS ORGANIZATION PROVIDES PRIMARY AND SECONDARY EDUCATION, HEALTH CARE, AND MEALS TO CHILDREN IN FIVE DIFFERENT COUNTRIES.

WWMB CW21 IS AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & WE PRODUCE FREE COMMERCIALS TO ADVERTISE THEIR CHANGING & PERMANENT EXHIBITS. THIS QUARTER, WE PROMOTED THE "MAKING A MARK" TRAVELLING ART EXHIBIT OF CHILDREN WITH CANCER.

## April 2007 Ascertainment for News Department

- 10 Ed gave Mt Olive Tour Conway
- 10 Ed was Special Olympics MC Socastee
- 12 Ed gave Whittemore Park Mid Speech Conway
- 13 Ed was Hurricane Conference Speaker Myrtle Beach
- 13 Lauren in booth for Hurricane Expo in Myrtle Beach
- 14 Ed gave GS Miracle League Appear. Myrtle Beach
- 14 Ed spoke at Fire & Safety Expo North Myrtle Beach
- 14 Darren spoke at KidzTime in Myrtle Beach
- 17 Ed gave 1st Pres 1st graders speech Myrtle Beach
- 17 Ed was Free Cone Day Participant Myrtle Beach
- 18 Ed gave Pleasant Hill Elem. Speech Pleasant Hill
- 19 Kristen was Sweetie Pie Judge for Humane Society Myrtle Beach
- 20 Ed attended Smoke at the Beach Fundraiser Myrtle Beach
- 21 Lauren was Walk in the Park Judge in Myrtle Beach
- 21 Darren was judge for Taste of Broadway in Myrtle Beach
- 21 Kyle spoke at Newberry College 150 year Anniversary Celebration
- 22 Ed was Long Bay Symphony Auction MC Myrtle Beach
- 28 Ed was March of Dimes Walk MC Myrtle Beach
- 30 Ed was Forestbrook Elem. Event MC Socastee

26th.. Ask the Professionals from the Rape Crisis Center here from 5pm-7pm taking free confidential phone calls from viewers

## Ascertainment for May 2007 for News Department

- 01 Ed spoke at Heroes campaign for ARC North Myrtle Beach
- 03 Ed spoke at St Michaels Catholic School Garden City
- 03 Ed spoke at Carolina Forest Elem. Myrtle Beach
- 04 Ed spoke at NMB Chamber Hurricane Seminar NMB
- 04 Ed spoke at Green Sea Floyds Elem GS
- 04 Ed spoke at Boys and Girls Club Myrtle Beach
- 07 Ed part of Surf Club Golf Tourn. NMB
- 08 Kyle was part of DHEC Pandemic Flu Panel Meeting at Horry Gtown Tech
- 12 Darren spoke at KidzTime at Broadway at the Beach in Myrtle Beach
- 12 Darren was Tideland's Sandsculpting Contest Judge at Litchfield Inn
- 14 Ed part of Collins Kids Golf Tourn. Myrtle Beach
- 15 Ed gave NARFE Speech Litchfield/Pawleys Island
- 16 Mark Haggard spoke at Waccamaw High for presentation of Zone Cup in Murrells Inlet
- 19 Ed emceed NMB Humane Society Raffle MC NMB
- 21 Allyson emceed the Foster Parents Awareness ceremony in Conway
- 22 Johnny gave station tour for North Myrtle Beach Middle School
- 23 Johnny gave station tour for Homewood Elementary
- 23 Ed spoke at St James Middle Career Day Socastee
- 24 Ed spoke at St James Elem. Career Day Socastee
- 25 Ed and Rich played in Kingston Golf Classic Conway
- 27 Allyson, Jim, Mola, Mike, Amanda, Lauren appeared at May Fly Airshow in Florence
- 28 Ed was Speaker VFW Memorial Day Ceremonies Murrells Inlet

## May 7, 2007 Ask the Professionals

Social Security Administration representative in the station answer viewer phone calls for two hours on Social Security and Medicaid

June 2007 Ascertainment for News Department

- 01 Ed spoke at Seaside Career Day Garden City
- 02 Lauren emcee of Talent Blast at Marion Technical School
- 03 Joel was emcee for Cancer Survivors Day in Surfside Beach
- 04 Ed, Rich, Allyson, Darren played in WPDE Sports Shootout Golf Tournament
- 04 Ed spoke at Georgetown County Hurricane Seminar Pawleys Island
- 06 Ed gave Bay Village Speech Conway
- 07 Ed gave Homeowners Speech Legends Golf Course Conway/Myrtle Beach
- 16 Ed and Darren in Horry Co. Fire Dept Golf Tournament Myrtle Beach
- 19 Ed spoke at Ripleys Aquarium Summer Camp Conway
- 20 Ed in Charity golf Tourn. Arrowhead Myrtle Beach
- 29 Ed gave Chicora Rotary Speech Myrtle Beach
- 30 Ed in CCU Golf tournament Conway/Myrtle Beach

June 4th.. WPDE Golf Tournament at Wachesaw East in Murrells Inlet. Raised nearly \$20,000 for our scholarship fund for area High School Seniors

**WPDE/WWMB PSA LIST (APRIL) Revised 4/03/07**

PATIENT INVOLVEMENT: ASK QUESTIONS	Health	:60
ENVIRONMENTAL PROTECTION AGENCY: flower	Environment	:60
RAPE CRISIS CENTER	Safety/Community	:60
FEDERAL STUDENT AID	Financial/Education	:60
DERMATOLOGY	Health	:60
REDUCING GUN VIOLENCE	Safety/Community	:60
AMERICORP REBUILDS THE GULF	Environment/Community	:60
METH ADDICTS: PARENTS	Health/Safety	:20
TRUCK TALK: LOVE	Family	:20
(NCSA) PALMETTO ROBOTS	Education	:60
MORGAN FREEMAN CANCER PSA	Health	:60
DIANE KEATON CANCER PSA	Health	:60
COLLEGE ACCESS	Education	:60
ENVIRONMENT: PENGUINS	Environment	:60
HERITAGE COMMUNITY SERVICES: STDs	Health	:30
ROTARY INTERNATIONAL: Volunteers	Environment/Health	:30
BLOOD DONATION/SUPERHEROES	Health/Community	:30
WILDFIRE PREVENTION	Environment	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:30
BILLY HARDEE HOME FOR BOYS	Youth/Community	:30
HIGH SCHOOL DROP OUT PREVENTION	Education	:30
BORN LEARNING: Early Childhood Development	Family/Children	:30
(NCSA) NATIONAL GUARD: In Their Own Words	Patriotism	:15
RECKLESS DRIVING & YOUTH	Safety	:30
PETA: LIFE ON A CHAIN	Animal Awareness	:30
EMERGENCY MEETING PLACE	Safety/Environment	:30
MARCH OF DIMES	Infant Health	:30
HORRY COUNTY UNITED WAY	Community	:30
STAY SAFE ON-LINE: BUSINESSES	Finance	:30
SMOKING: I'M A QUITTER	Health	:30
(NCSA) SC TECH COLLEGE #2	Education	:30
MEDICAID RECERTIFICATION	Social Services/Community	:30
BOYSCOUTS: HABITAT FOR HUMANITY	Community	:30
CLINICAL RESEARCH: INFORMED CHOICES	Health/Financial	:20
TELEMARKETING SMARTS & SENIORS	Consumer Awareness	:20
EPA: RADON	Environment/Health	:20
MENTAL HEALTH: ANTI-STIGMA	Community/Awareness	:15
FOSTER CHILD ADOPTION	Family/Community	:15
SICKLE CELL DISEASE AWARENESS	Minority/Health	:15
ORTHOPAEDIC ASSOCIATION	Health	:15
UNDERAGE DRINKING	Health Awareness	:15
DREAMS: MULTIPLE SCLEROSIS	Health	:15
WEST NILE VIRUS	Health	:15
SEAT BELTS: Buckle Up	Community	:15
LIFE IS CALLING: PEACE CORPS	Global Community	:10
BOYS & GIRLS CLUB	Family	:10

**WPDE/WWMB PSA LIST (MAY) Revised 4/30/07**

8001	PATIENT INVOLVEMENT: ASK QUESTIONS	:60	Mar-08
<b>8002</b>	<b>ASTHMA INHALERS &amp; THE ENVIRONMENT</b>	<b>:60</b>	<b>UFN</b>
<b>8003</b>	<b>ONLINE SEXUAL EXPLOITATION</b>	<b>:60</b>	<b>3/12/2008</b>
8004	FEDERAL STUDENT AID	:60	11/26/2007
8020	DERMATOLOGY	:60	UFN
<b>8021</b>	<b>FLU PANDEMIC PREPARATION</b>	<b>:60</b>	<b>UFN</b>
8022	AMERICORP REBUILDS THE GULF	:60	UFN
8034	METH ADDICT PARENTS	:20	UFN
8035	TRUCK TALK: LOVE	:20	UFN
8043	MORGAN FREEMAN CANCER PSA	:30	UFN
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	DONATE LIFE: KIDNEYS	:30	UFN
8501	COLLEGE ACCESS	:60	8/21/2007
8502	ENVIRONMENT: PENGUINS	:60	UFN
<b>8503</b>	<b>OPERATION MIGRATION: CRANES</b>	<b>:30</b>	<b>UFN</b>
8504	ROTARY INTERNATIONAL: POLIO-FREE WORLD	:30	UFN
8505	BLOOD DONATION SUPERHEROES	:30	8/21/2007
8506	WILDFIRE PREVENTION	:30	UFN
8508	BILLY HARDEE BOYS HOME	:30	UFN
8509	HIGH SCHOOL DROPOUT PREVENTION	:30	9/11/2007
8511	BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT	:30	8/22/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2007
8513	RECKLESS DRIVING & YOUTH	:30	1/25/2008
8514	PETA: LIFE ON A CHAIN	:30	UFN
8515	EMERGENCY MEETING PLACE	:30	UFN
8516	MARCH OF DIMES	:30	UFN
<b>8517</b>	<b>ALZHEIMERS' CAREGIVERS</b>	<b>:30</b>	<b>UFN</b>
<b>8518</b>	<b>THE POVERTY LINE</b>	<b>:30</b>	<b>12/31/2007</b>
8519	I'M A QUITTER: SMOKING	:30	UFN
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8521	MEDICAID RECERTIFICATION	:30	6/6/2007
8522	BOYSCOUTS: HABITAT FOR HUMANITY	:30	UFN
8524	INFORMED CHOICE: CLINICAL RESEARCH	:20	UFN
8525	TELEMARKETING SMARTS FOR SENIORS	:20	May-08
8526	EPA: RADON	:20	UFN
8528	MENTAL HEALTH ANTI-STIGMA: Video Game	:15	11/29/2007
8529	ADOPTING FOSTER CHILDREN	:15	UFN
8530	SICKLE CELL DISEASE AWARENESS	:15	UFN
<b>8531</b>	<b>NEGLIGENT DRIVING &amp; CELL PHONES</b>	<b>:15</b>	<b>UFN</b>
8532	UNDERAGE DRINKING	:15	11/28/2007
<b>8533</b>	<b>CHILDHOOD OBESITY PREVENTION: PLAY</b>	<b>:15</b>	<b>12/26/2007</b>
8534	WEST NILE VIRUS	:15	UFN
<b>8535</b>	<b>FINANCIAL LITERACY: HAPPY RETIREMENT</b>	<b>:15</b>	<b>10/24/2008</b>
<b>8536</b>	<b>STRONG COMMUNITY: FAMILY TIME</b>	<b>:10</b>	<b>UFN</b>
8537	BOYS & GIRLS CLUB	:10	UFN

**WPDE/WWMB PSA LIST (MAY) Revised 4/03/07 PRIORITY**

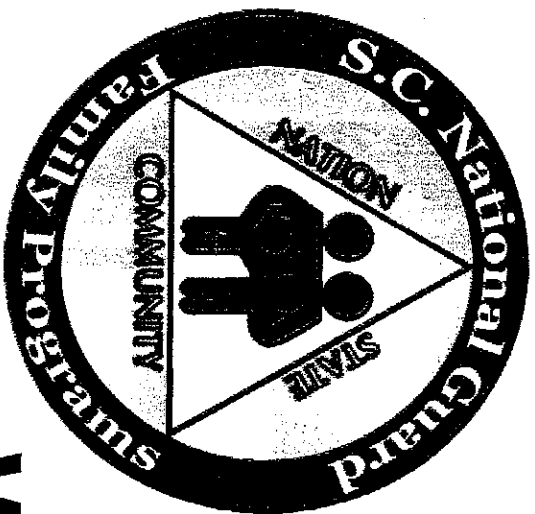
8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2007
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8045	(NCSA) COAST GUARD SHIELD OF FREEDOM	:60	12/31/2007

**WPDE/WWMB PSA LIST (JUNE) Revised 6/04/07**

8001	PATIENT INVOLVEMENT: ASK QUESTIONS	:60	Mar-08
8002	ASTHMA INHALERS & THE ENVIRONMENT	:60	UFN
8003	ONLINE SEXUAL EXPLOITATION	:60	3/12/2008
8004	FEDERAL STUDENT AID	:60	11/26/2007
8020	DERMATOLOGY	:60	UFN
8021	FLU PANDEMIC PREPARATION	:60	UFN
8022	AMERICORP REBUILDS THE GULF	:60	UFN
<b>8034</b>	<b>WOUNDED WARRIORS</b>	<b>:20</b>	<b>UFN</b>
<b>8035</b>	<b>MEDIC ALERT: THE RIGHT INFORMATION</b>	<b>:20</b>	<b>UFN</b>
8043	MORGAN FREEMAN CANCER PSA	:30	UFN
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	DONATE LIFE: KIDNEYS	:30	UFN
<b>8501</b>	<b>RED CROSS: There is a Place</b>	<b>:60</b>	<b>3/1/2008</b>
8502	ENVIRONMENT: PENGUINS	:60	UFN
8503	OPERATION MIGRATION: CRANES	:30	UFN
<b>8504</b>	<b>PRODUCE FOR BETTER HEALTH</b>	<b>:30</b>	<b>UFN</b>
<b>8505</b>	<b>CHILDREN &amp; FLOODS</b>	<b>:30</b>	<b>10/31/2007</b>
8506	WILDFIRE PREVENTION	:30	UFN
8508	BILLY HARDEE BOYS HOME	:30	UFN
8509	HIGH SCHOOL DROPOUT PREVENTION	:30	9/11/2007
8511	BORN LEARNING: EARLY CHILDHOOD DEVELOPMENT	:30	8/22/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2007
8513	RECKLESS DRIVING & YOUTH	:30	1/25/2008
8514	PETA: LIFE ON A CHAIN	:30	UFN
8515	EMERGENCY MEETING PLACE	:30	UFN
8516	MARCH OF DIMES	:30	UFN
8517	ALZHEIMERS' CAREGIVERS	:30	UFN
8518	THE POVERTY LINE	:30	12/31/2007
8519	I'M A QUITTER: SMOKING	:30	UFN
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
<b>8521</b>	<b>HURRICANE PREPARATION</b>	<b>:30</b>	<b>9/30/2007</b>
<b>8522</b>	<b>SAVE YOUR PET</b>	<b>:30</b>	<b>9/30/2007</b>
<b>8524</b>	<b>SHRINERS CHILDREN'S HOSPITAL: George Lopez</b>	<b>:20</b>	<b>UFN</b>
8525	TELEMARKETING SMARTS FOR SENIORS	:20	May-08
<b>8526</b>	<b>MUSSINA FOR BOYS &amp; GIRLS TOWN: Parenting</b>	<b>:20</b>	<b>UFN</b>
8528	MENTAL HEALTH ANTI-STIGMA: Video Game	:15	11/29/2007
8529	ADOPTING FOSTER CHILDREN	:15	UFN
8530	SICKLE CELL DISEASE AWARENESS	:15	UFN
8531	NEGLIGENT DRIVING & CELL PHONES	:15	UFN
8532	UNDERAGE DRINKING	:15	11/28/2007
8533	CHILDHOOD OBESITY PREVENTION: PLAY	:15	12/26/2007
8534	WEST NILE VIRUS	:15	UFN
8535	FINANCIAL LITERACY: HAPPY RETIREMENT	:15	10/24/2008
8536	STRONG COMMUNITY: FAMILY TIME	:10	UFN
8537	BOYS & GIRLS CLUB	:10	UFN

**WPDE/WWMB PSA LIST (JUNE) Revised 6/04/07 PRIORITY**

8507	(NCSA) NATIONAL GUARD: In Their Own Words	:30	12/31/2007
8512	(NCSA) NATIONAL GUARD: In Their Own Words	:15	12/31/2007
8520	(NCSA) SC TECH COLLEGE	:30	9/30/2007
8045	(NCSA) COAST GUARD SHIELD OF FREEDOM	:60	12/31/2007



# *Certificate of Appreciation*

Presented to

## **WPDE News Channel 15**

For their support of the South Carolina National Guard Family Support Group.

May 5, 2007

*We succeed because of generous donations like yours.*

*Thank you on behalf of all the families of the 1/263rd Armor.*

*Lindy House*

Battalion Board Coordinator

*Carol A. Paul*

Battalion Board Event Planner

Phone: 843-248-7374  
Fax: 843-248-7406  
Email: [galhorry@oepp.sc.gov](mailto:galhorry@oepp.sc.gov)



311A Beaty  
P.O. Bo  
Conway, SC 2

## HEROES FOR CHILDREN

April 30, 2007

Mr. Billy Huggins  
Vice President and General Manager  
WPDE - Channel 15  
P.O. Box 51150  
Myrtle Beach, South Carolina 29579

Re: Light of Hope

Dear Mr. Huggins,

Please accept our appreciation for the excellent television coverage given to Our Second Annual Light of Hope Event commemorating National Child Abuse Prevention Month.

Your participation in both advertising the successful April 17<sup>th</sup> Event and in educating the public about the plight of abused and Neglected children in Horry County were both very important. The 50+ volunteers of the Horry County Guardian ad Litem Program Appreciate your role in highlighting our efforts to give children an effective voice. May God continue to bless and protect us all, especially those little ones whose nightmares are real!

Sincerely,

  
Richard Shoe, Chairman

Heroes for Children Board

[www.sheroesforchildren.org](http://www.sheroesforchildren.org)

Richard Shoe - President

Linda Eichenbaum - Secretary

Ascertainment 2nd Q

**Linda Revel**

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**From:** <PCCconnections@aol.com>  
**To:** <lrevel@wpde.com>  
**Cc:** <TV15WX@aol.com>  
**Sent:** Monday, April 23, 2007 9:01 PM  
**Subject:** Re: Road Rally for Reading

Hi, Linda!

Sorry, no...we didn't manage to pull together an interview or the logo. (We graphic designers are a bit baffled by the alpha channel thing!). But Ed P. did a really great job promoting us on the Friday eve and night news!

We had 21 car teams (up from 15 last year), everyone had a really great time rallying and at La Belle Amie Vineyard, and to date, have made over \$3K.

Thanks so much for all the support you give our local nonprofits. Without your generous help with public awareness we could not continue to provide the much-needed services of our county!

Karen Larson

Event Coordinator

Road Rally for Reading

Horry Co. Literacy Council

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See what's free at [AOL.com](http://AOL.com).

4/24/2007

**Linda Revel**

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**From:** "Marty Shelley" <mshelley@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Tuesday, April 03, 2007 12:16 PM  
**Subject:** Fwd: Hurricane Conference & Expo

April 13

Begin forwarded message:

**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**Date:** March 5, 2007 4:29:16 PM EST  
**To:** "Diana Greene" <diana@MBCHAMBER.ORG>  
**Cc:** "Marty Shelley" <mshelley@wpde.com>, "Victoria Spechko" <vspechko@wpde.com>, "Weather" <15weather@wpde.com>  
**Subject:** Re: Hurricane Conference & Expo

Yes we are in! Marty will be your contact for logos and Do you need Ed to speak?

— Original Message —

**From:** Diana Greene  
**To:** Blaine Holland ; Billy Huggins  
**Sent:** Monday, March 05, 2007 2:41 PM  
**Subject:** Hurricane Conference & Expo

Blaine & Billy –

I hope you both are doing well. Last year WPDE was one of our media sponsors for the Hurricane Conference & Expo we do in conjunction with Horry County Emergency Management each year. I was hoping you would be willing to sponsor by promoting the event (April 13, 9 a.m. – 4 p.m., Sheraton Convention Center). We would be glad to put your logo all over the place and to have a booth for you at the event (around 300 people attended last year).

Let me know what questions you have.

All the Best –

Diana

Diana D. Greene

Vice President - Membership Programs & Services

Executive Director - Leadership Grand Strand

Myrtle Beach Area Chamber of Commerce

PO Box 2115

Myrtle Beach, SC 29577

Tel: (843) 916-7222

4/3/2007

**GRAND STRAND SALTWATER ANGLERS ASSOCIATION**

**PO BOX 15663**

**SURFSIDE BEACH, SC 29587**

May 30, 2007

Dear Flounder Tournament Co-sponsor,

The Grand Strand Saltwater Anglers Association thanks you for sponsoring the 6<sup>th</sup> Annual Spring Flounder Tournament held on April 21, 2007. The tournament was comprised of 173 adult anglers plus 13 youth anglers and resulted in 96 flounder being weighed-in. Some of the proceeds will go towards the S.C. Artificial Reef Program and towards a scholarship fund established with Coastal Carolina University for the study of marine science. Your business was listed as a co-sponsor in ads placed in the MYRTLE BEACH Herald, on posters advertising the tournament, on the tournament leader board and orally recognized at the awards ceremony. Attendees also were encouraged to patronize your business. GSSAA considers this tournament to be a huge success, due in large part to your co-sponsor donation.

The following anglers were winners:

Adult Division

- 1<sup>st</sup> Place – Olin Brown - (4.15 lb.)
- 2<sup>nd</sup> Place – Michael Highsmith - aggregate (7.85 lb.)
- 3<sup>rd</sup> Place – Timmy Williamsen - 2<sup>nd</sup> largest flounder (4.0 lb.)
- 4<sup>th</sup> Place – Dick Stanley - 3<sup>rd</sup> largest flounder (3.8 lb.)
- 5<sup>th</sup> Place – John Stanley - 4<sup>th</sup> largest flounder (3.65 lb.)
- 6<sup>th</sup> Place – Bobby Remson - 5<sup>th</sup> largest flounder (3.35 lb.)
- 7<sup>th</sup> Place – Bill Blakley - 6<sup>th</sup> largest flounder (3.35 lb.)
- 8<sup>th</sup> Place – Addrienne Highsmith – 7<sup>th</sup> largest flounder (3.3 lb.)
- 9<sup>th</sup> Place – Allen Walker - 39<sup>th</sup> largest flounder (2.05 lb.)

Youth Division

- 1<sup>st</sup> Place – Dylon Frick - largest flounder (3.05 lb.)
- 2<sup>nd</sup> Place – Dylan Shumpert - 2<sup>nd</sup> largest flounder (2.75 lb.)

Lady Angler

- Robyn Wallace – largest flounder (2.6 lb.)

Thank you again.

Sincerely,

*Ken Buys*

Ken Buys

Committee Chairman, GSSAA

# **MAY FLY** **AIR SHOW**

PO Box 948  
Florence, SC 29503

Phone (843) 665-0515

[www.mayflyairshow.com](http://www.mayflyairshow.com)

Email us at : [info@mayflyairshow.com](mailto:info@mayflyairshow.com)

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The Memorial Day Headline that summed it up...

## **Soaring Success !**

We spent \$328,600 to bring the 2007 air show, and the Pee Dee got a great value for every nickel that was spent.

Everything about our festival was bigger and better! Yes, our attendance was 44,000...and everyone loved the show. Our gate revenue was up 68% over our last May Fly, and remember we gave FREE admission to children 12 and under for the first time in 2007.

Food revenue was up 78% and our Food Court was a very busy place!

Here's some interesting numbers:

Fuel and Oil Expense.....	\$35,085
Ice.....	2,595
Restrooms.....	13,086
May Fly Hats.....	3,225
Cars and Motels.....	14,621

Sponsor support paid for more than 40% of the total cost and our new Captain's Cadre sponsorship brought in 30 new May Flyers...front row of course. The gate revenue paid for 25% of the total cost.

To everyone, volunteers, sponsors, attendees and supporters we say,

## **Thank You, Thank You!**

May Fly Committee

Pee Dee Visions Foundation

Greater Florence Chamber of Commerce

**Linda Revel**

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**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Tuesday, May 29, 2007 8:57 AM  
**Subject:** Fw: Ed Piatrowski's Speech

----- Original Message -----

**From:** "Tommy Bostic" <usafrmagtaf@hotmail.com>  
**To:** <wlhuggins@wpde.com>  
**Sent:** Monday, May 28, 2007 7:36 PM  
**Subject:** Ed Piatrowski's Speech

May 28, 2007

RE: Ed Piatrowski's Memorial Day Speech

To whom it may concern,

As a veteran of the USAF, I was very impressed with Mr. Piatrowski's speech at VFW Post 10420 in Murrells Inlet. I've heard many over the years and thought his was as sincere, as moving and on point as any I've heard. He should be commended for an outstanding job. Not being "political" and referencing his rich family history of military men was moving. I thought it only appropriate to let his superiors know that he was well received at the post.

Thank you for your time,

Tom Bostic  
USAF (ret.)  
Garden City, SC

---

Add some color. Personalize your inbox with your favorite colors.  
[www.windowslive-hotmail.com/learnmore/personalize.html?locale=en-us&ocid=TXT\\_TAGLM\\_HMWL\\_reten\\_addcolor\\_0507](http://www.windowslive-hotmail.com/learnmore/personalize.html?locale=en-us&ocid=TXT_TAGLM_HMWL_reten_addcolor_0507)

**Linda Revel**

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**From:** "Billy Huggins" <wlhuggins@wpde.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Sent:** Tuesday, June 05, 2007 12:49 PM  
**Subject:** Fw: Safe School/Healthy Students

June 2

Linda, this is for ascertainment for both stations

----- Original Message -----

**From:** Mary Eaddy  
**To:** [WLHuggins@wpde.com](mailto:WLHuggins@wpde.com) ; Lee Camp ; Lauren Lowrey ; Kevin Abadie  
**Cc:** Paula Grant  
**Sent:** Tuesday, June 05, 2007 3:11 PM  
**Subject:** Safe School/Healthy Students

Billy, Lee, Lauren, Kevin,

Your support for the Marion County Safe Schools Talent Blast on Saturday resulted in 20 contestants--our maximum number--about 225 guests, and a dozen health and safety agencies meeting with at-risk kids and families about activities for summer. We're already getting calls from kids begging us to make the Talent Blast an annual event, and we've received many late applications from kids who heard how great the event was! Paula Grant, the program director, is at a Safe Schools conference in Boston this week. While she's away, I'm preparing a proposal for several national corporations and foundations that have already expressed interest in funding a larger event--perhaps one that will cover the entire Pee Dee area next year. My dream is to use the event to put technical high school graduates in touch with regional employers, provide college scholarships for kids who are trying to turn their lives around, and focus community attention upon the talents and potential of hundreds of kids in the I-95 corridor who deserve lives filled with hope and opportunity. I can't say enough about how much your support and dedication meant to this cause. Kevin was great to produce our spot. Lauren was the most graceful, lively emcee imaginable. And Lee coordinated everything so beautifully, especially in arranging for church involvement and for Matt's band to play. As soon as Matt and his crew started playing Saturday, everything came together.

Billy, you're the best for supporting Marion County and kids of the Pee Dee. The school counselors and teachers were really thrilled with the success of this event, and they know you were responsible for making it a huge success. When we're fortunate enough to land some funding, I'll want to talk with you in deeper detail about an ongoing information program and perhaps an ongoing student talent recognition program Safe Schools can sponsor on WPDE.

Best,

Mary

Mary Eaddy, APR

The Wordsmith, Inc. Public Relations

[www.thewordsmithinc.com](http://www.thewordsmithinc.com)

Phone 843-449-7300

Proving Your Credibility & Integrity to the Right People

6/5/2007



# COASTAL CAROLINA UNIVERSITY

*Office of University Advancement*

June 25, 2007

Mr. Billy Huggins  
WPDE TV-15  
Post Office Box 51150  
Myrtle Beach, SC 29579-0020

Dear Mr. Huggins:

Thank you very much for your recent gift to Chanticleer Club Gifts from Football Tickets at Coastal Carolina University. Your participation during our *Advancing the Dream* initiatives will help us sustain our University and prepare students properly for the challenges of a changing world.

As resources are constantly being stretched, private support is necessary in order for the University to continue offering academic and cultural programs for our students and the community. Gifts such as yours help provide these opportunities, and your continued support makes it possible for us to secure a brilliant future for this University.

On behalf of the University, thank you again for your gift and your continued support.

Sincerely,

William D. Nicholson II  
Vice President for University Advancement

**Linda Revel**

---

**From:** <Gabbyev@aol.com>  
**To:** <lrevel@wpde.com>  
**Sent:** Thursday, June 21, 2007 8:55 PM  
**Subject:** Re:Lions Golf Tournament

Linda

Just a note of thanks again for all your help in putting the TV ad together. Our Tournament was a great success, everyone had a great time and the weather was fine .

Again my THANKS

BOB HAYES

---

See what's free at [AOL.com](http://AOL.com).

6/22/2007

On behalf of the families of the South Carolina Army National Guard representing Conway, Mullins, Marion, and Dillon communities, we ask that you accept this certificate as a token of our appreciation.

The gift certificates you contributed, through Janice Metz of Horry County State Bank, were greatly appreciated. We will have our Mother's Day celebration tomorrow and I am sure your donations will make four mothers have a much happier Mother's day. The Sea Captain's House is wonderful.

Through donations, such as yours, we are able to have events like this to celebrate the Mothers of our Soldiers. As you know we are currently enduring the largest deployment our state has faced since World War II. Your generosity shows these families that you are behind them. Thank you for supporting our Soldiers and their families.

May God bless you and our Troops!

Carolyn D. Jordan  
Battalion Events Planner  
1/263<sup>rd</sup> Armor

**Linda Revel**

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**From:** "David Fries" <dfries@sunhospitality.com>  
**To:** "Linda Revel" <lrevel@wpde.com>  
**Cc:** "Mike Cousins" <mcousins@oceaniaresorts.com>; "Steve Zurawski" <steve.zurawski@bccompany.com>  
**Sent:** Tuesday, June 12, 2007 3:37 PM  
**Subject:** RE: Christel House Open

Linda,

As usual, Rich did a fantastic job.

We are grateful for your involvement and support making the Christel House Open an even greater success this year.

Please tell Billy Huggins we appreciate his commitment to support this cause and this event each year.

It always takes place on the second Monday of January.

We will be in touch or call on me anytime.

Thank you.

David

---

**From:** Linda Revel [mailto:lrevel@wpde.com]  
**Sent:** Tuesday, June 05, 2007 12:49 PM  
**To:** dfries@sunhospitality.com  
**Subject:** Re: Christel House Open

Yes he is organizing his own foursome. He'll send you names and handicaps by tomorrow.

— Original Message —

**From:** David Fries  
**To:** 'Linda Revel'  
**Cc:** 'Zurawski, Steve'  
**Sent:** Tuesday, June 05, 2007 12:34 PM  
**Subject:** RE: Christel House Open

Hi Linda.

Yes, Rich is given a slot for a foursome.

And, Yes, we are expecting him to play!

We just need from you who will be the players in his foursome and what are their handicaps.

Hopefully we can get this from you quickly.

Do we need to find him some team members or does he have people he wishes to invite to play with him?

---

**From:** Linda Revel [mailto:lrevel@wpde.com]  
**Sent:** Tuesday, June 05, 2007 12:28 PM  
**To:** dfries@sunhospitality.com  
**Subject:** Christel House Open

Rich just asked me whether we were given a foursome to play in Christel House Open. Will Rich be able to play in the tournament? I actually thought he had worked this out with you way back at the beginning. Let me know what to tell him.

Linda Revel  
 Promotions Manager  
 WPDE Newschannel 15  
 PO Box 51150

6/12/2007